



FREDERIQUE ALLARD, ASSOCIATE DIRECTOR fallard@capetcime.fr

With an economic background (Masters in economics science), Frédérique Allard has developed a strong expertise in the food sector for more than 20 years. She is able to respond to requirements and requests from multinationals such as Auchan and Danone, but also from smaller companies. Her dynamism and reactivity have accompanied numerous firms in their development. Frédérique Allard is a member of the professional association of gastronomy and wine reporters.



ANNABELLE LEDOUX, SENIOR CONSULTANT aledoux@capetcime.fr

A graduate of Sciences Po, Annabelle joined Cap & Cime in 2006 after 5 years of communication experience in the institutional sector. Among her references in the HR / training employment: Adecco Medical&Sciences (previously Quick Medical Services); European conference 'The Learning City in Europe' (topic of the training) – Birmingham City Council; L'Officiel de l'Interim; Team Partners Group (HR communication).



VIRGINIE HUNZINGER, SENIOR CONSULTANT vhunzinger@capetcime.fr

A graduate of the Human Sciences University of Strasbourg and EFAP in Lyon, Virginie has a 10-year experience in the field of B2B communication, managing accounts in industry and new technology such as BasWare, Harting France, Rittal France and the Tripette & Renaud Group

OUR EXPERIENCE

REAL ESTATE, FINANCE & INSURANCE

- PERL
- Multiassistance
- Architecteurs
- Les Nouveaux Constructeurs
- Cushman & Wakefield
- Siparex
- Al khaliiji
- Imperial Tobacco

CAS D'ÉCOLE - LES NOUVEAUX CONSTRUCTEURS

CLIENT SINCE 2000 (WWW.PREMIER.FR)

The company LNC, founded by Olivier Mitterrand, is one of the most important players in the promotion of new middle-range accommodations and offices, in France and other European countries.

ACTIONS Setting up the financial and estate press relations through documents adapted to each press typology.

Organising interviews and discussions to remain in current affairs and give the possibility for the company leaders to establish themselves as market experts.

FOUNDATION & INSTITUTIONS

- Fondation Wyeth
- WWF
- Ifri
- AiCarnot
- PREDIT
- Emda (East Midlands Development Agency))
- Ronchamp Demain
(communication regarding the fundraising of the Renzo Piano/Michel Courajoud project)

CAS D'ÉCOLE - L'INSTITUT FRANÇAIS DES RELATIONS INTERNATIONALES

CLIENT SINCE 1999 (WWW.IFRI.ORG)

The IFRI – the French Institute of International Relations - is an independent reference « think tank », created in 1979 by Thierry de Montbrial.

ACTIONS Press launch of research programs, publications, works and books, lobbying, media coverage of new researchers, organisation of information into a hierarchy, promotion of the website, creation of files, press releases and alerts. Putting Thierry de Montbrial, the IFRI's founder, in touch with editorial heads.

Cap & Cime collaborates closely with the IFRI's press service.

POSITIONING OF THE AGENCY

Cap & Cime develops influence strategies encouraging the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director), Frédérique Allard (Associate Director) and Capucine de Fouquières (Consulting Director) have gathered their competencies and experiences to develop a multispecialist agency with a team of 15 consultants.

A global approach, so much among the direct targets than the opinion leaders, in order to have brands, companies and institutions emerge.

Pragmatic objectives:

- Ensure a presence among different audience
- Promote their actions or achievements
- Increase reputation
- Manage crisis situations...

COMPETENCY AREAS

- Institutions
- Research and sustainable development
- Consumer - Hotels - Foodservice - Wines & Spirits
- Art of living - Luxury

AREAS OF EXPERTISE

STRATEGIC AND OPERATIONAL CONSULTING

- **Image analysis**
 - Audit
 - Positioning
- **Crisis management**
 - Analysis and anticipation of the risks
 - Management of crisis situations
 - Médiatraining

INFLUENCE CONSULTING CAP & INVEST®

- **Corporate**
- **Products / services**

MEDIA COMMUNICATION

- **Corporate**
- **Products / services**
- **Business-to-Business**
- **Financial Communication**

INTERNET NETWORKS CAP & NET®

- **Website creation and management**
- **Referencing**
- **Visibility audit**
- **Monitoring, rumor follow-up...**

PUBLISHING C & C EDITION®

- **Graphic conception**
- **Editorial conception**
- **Printing**

RECRUITING CAP & SEARCH®

- **Press officers**
- **Communication consultants**
- **Public relations managers**

PRINCIPALES REFERENCES

FOOD AUCHAN, BEGHIN-SAY, BLUE DRAGON, CASA FIESTA, DANONE, DÉLIFRANCE, KRAFT, LESIEUR, LU, MAGGI, MISSIONS, MONBANA, MÖVENPICK, PÂTISSERIES CHRISTOPHE DELMOTTE, PESCAVIAR, SHARWOODS, SIMPLY MARKET / ATAC, SOL, SOLIDAIME, TETLEY, WEETABIX...

WINES & SPIRITS CÔTES DE BLAYE, CÔTES DE FRANCS, CÔTES DE CASTILLON, PREMIÈRES CÔTES DE BORDEAUX ET CADILLAC, FRANCE BOISSONS, CANARD DUCHÈNE, CLIMADIFF, VINOSAFE, PART DES ANGES, KRUG, MARIE BRIZARD, HPNOTIQ, ABBAYE DE LEFFE...

LUXURY WATCHES, JEWELRY, FASHION & LIFESTYLE CIFONELLI, MONTBLANC, IWC, ORIS, MONET, ODIOT, MARSHAK, CHANTELLE, SPLENDIA...

HOTELS, FOODSERVICE & RETAILING FLO PRESTIGE, IBIS, BISTRO ROMAIN, MICHEL BRAS, SUITEHÔTEL, HÔTEL GRAND CŒUR MERIBEL, ALPLEISURE, SDV...

ARCHITECTURE & DESIGN METALCO, MARC AUREL, ARCHITECTEURS, MAURICE SAUZET ARCHITECTE, BRUNO & SOPHIE PARPOIL ARCHITECTE, SHC ARCHITECTS...

REAL ESTATE, FINANCE, INSURANCE & CORPORATE & CONSULTING PERL, LES NOUVEAUX CONSTRUCTEURS, MULTIASSISTANCE, SIPAREX, CUSHMAN & WAKEFIELD, CABINET LATSCHA AVOCATS, ENTREPRENEUR VENTURE, IMPERIAL TOBACCO, MARIANNE EXPERTS...

TELEPHONY & INTERNET DEBITEL, EVENE.FR, CHAPITRE.COM, KIRIA.COM, SPLENDIA.COM...

HEALTH & WELLBEING QUICK MEDICAL SERVICE, MÉTHODE LAURAND, GÉNÉRALE DE SANTÉ, KIRIA, COCOON, LISSFACTOR

EXHIBITIONS & CULTURAL EVENTS CITÉ DU TRAIN, MUSÉE JACQUEMART-ANDRÉ, BRITISH WEEK IN PARIS, PRIX SNCF DU POLAR, PRIX ST EXUPÉRY, PRIX MONTBLANC DE LA CULTURE

RESEARCH & SUSTAINABLE DEVELOPMENT ASSOCIATION DES INSTITUTS CARNOT, VILLE EUROPÉENNE DES SCIENCES, MINISTÈRE DE L'ÉCOLOGIE, MINISTÈRE DE L'ENSEIGNEMENT ET DE LA RECHERCHE, INERIS

TRADE FAIRS EUROPEAN SANDWICH & SNACK SHOW, NOËLLISSIME, SALON DE LA PISCINE, SALON NAUTIQUE, EXPOPROTECTION FEU, APS, DIETEXPO...

FOUNDATIONS & ASSOCIATIONS FONDATION WYETH, WWF, PREDIT, IFRI, SOLIDAIME, RONCHAMP DEMAIN, EAST MIDLANDS DEVELOPMENT AGENCY

FEDERATIONS, REGIONS & COLLECTIVITIES FOOD FROM BRITAIN, FÉDÉRATION FRANÇAISE D'AÏKIDO, AÏKIBUDO ET AFFINITAIRES, COLLECTIVE DU PORTO, UNION DES CÔTES DE BORDEAUX, FÉDÉRATION FRANÇAISE DE LA DIÉTÉTIQUE, ASSOCIATION PAYSAGES DU CHAMPAGNE UNESCO, SARAGOSSE 2008

LIFE SCIENCES BIO DATA, DATA MINING, CUKIERMAN & CO